

CONTRACT



WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Brabender Cox
1 Station Square
315 Landmarks Bldg
Pittsburgh, PA 15219

| | | |
|---|---|--|
| <u>Contract / Revision</u> 840303 / | | <u>Alt Order #</u> 06393801 |
| <u>Product</u> BENNETT 4 INDIANA | | |
| <u>Contract Dates</u> 10/29/12 - 11/06/12 | <u>Estimate #</u> | |
| <u>Advertiser</u> Bennett, Tony/R-Indiana Superintendent | | <u>Original Date / Revision</u> 10/26/12 / 10/26/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WAVE | <u>Account Executive</u> meghan mcgarr | <u>Sales Office</u> HRP-Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| E 1 | WAVE | 10/30/12 | 11/03/12 | Late News M-Sat | 11-1136pm | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | 5 | \$400.00 | | | |
| E 2 | WAVE | 11/05/12 | 11/05/12 | Late News M-F | 11-1136p | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$400.00 | | | |
| E 3 | WAVE | 10/29/12 | 11/02/12 | WAVE Sunrsie III 6-7am | 6-7am | | :30 | | | NM | 5 | \$1,625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$325.00 | | | |
| E 4 | WAVE | 11/05/12 | 11/05/12 | WAVE Sunrsie III 6-7am | 6-7am | | :30 | | | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$325.00 | | | |
| E 5 | WAVE | 10/29/12 | 11/02/12 | NBC Today Show | 7-9am | | :30 | | | NM | 5 | \$1,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$375.00 | | | |
| E 6 | WAVE | 11/05/12 | 11/05/12 | NBC Today Show | 7-9am | | :30 | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$375.00 | | | |
| E 7 | WAVE | 10/30/12 | 11/02/12 | WAVE 3 News 11am | 11-1130am | | :30 | | | NM | 4 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | 4 | \$125.00 | | | |
| E 8 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 News 11am | 11-1130am | | :30 | | | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$125.00 | | | |
| E 9 | WAVE | 10/29/12 | 11/02/12 | WAVE 3 News 5-530pm | 5-530pm | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$400.00 | | | |
| E 10 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 News 5-530pm | 5-530pm | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$400.00 | | | |
| E 11 | WAVE | 10/29/12 | 11/02/12 | WAVE 3 News 530-6pm | 530-6pm | | :30 | | | NM | 5 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 840303 / | 06393801 |

| Contract Dates | Product | Estimate # |
|---------------------|-------------------|------------|
| 10/29/12 - 11/06/12 | BENNETT 4 INDIANA | |

| Advertiser | Original Date / Revision |
|-------------------------|--------------------------|
| Bennett, Tony/R-Indiana | 10/26/12 / 10/26/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Totals Amount |
|--------|------|-------------------|-----------------|--|---------------------|------|--------|-------------------|-------------|------|-------|------------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$450.00 | | | |
| E 12 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 News 530-6pm | 530-6pm | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$450.00 | | | |
| E 13 | WAVE | 10/29/12 | 11/02/12 | WAVE 3 News 6-630pm | 6-6:30pm | | :30 | | | NM | 5 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$600.00 | | | |
| E 14 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 News 6-630pm | 6-6:30pm | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$600.00 | | | |
| E 15 | WAVE | 10/30/12 | 11/02/12 | WAVE 3 @ 7 PM | M-F 6:58-7:27 PM | | :30 | | | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | 4 | \$600.00 | | | |
| E 16 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 @ 7 PM | M-F 6:58-7:27 PM | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$600.00 | | | |
| E 17 | WAVE | 10/30/12 | 11/01/12 | WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM | | | :30 | | | NM | 3 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWT--- | | | | 3 | \$450.00 | | | |
| E 18 | WAVE | 10/31/12 | 11/02/12 | Tonight Show | 1135pm-1237xm | | :30 | | | NM | 3 | \$510.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 3 | \$170.00 | | | |
| E 19 | WAVE | 11/05/12 | 11/05/12 | Tonight Show | 1135pm-1237xm | | :30 | | | NM | 1 | \$170.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$170.00 | | | |
| E 20 | WAVE | 11/02/12 | 11/02/12 | Friday Hour 3 | Dateline Fri 10-11p | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | 1 | \$600.00 | | | |
| E 21 | WAVE | 11/03/12 | 11/03/12 | NBC Saturday Today Show | 7-9am | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$250.00 | | | |
| D 22 | WAVE | 11/03/12 | 11/03/12 | WAVE 3 News 6pm-Sat | 6-630pm | | :30 | | | NM | 0 | \$0.00 |
| E 23 | WAVE | 11/04/12 | 11/04/12 | WAVE Sunday Sunrise 7a | 7-8am | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$150.00 | | | |
| E 24 | WAVE | 11/04/12 | 11/04/12 | WAVE 3 News 6pm-Sun | 6-630pm | | :30 | | | NM | 1 | \$380.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$380.00 | | | |
| N 25 | WAVE | 11/05/12 | 11/05/12 | NBC Today Show II 9-10AM | 9-10am | | :30 | | | NM | 1 | \$210.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$210.00 | | | |
| N 26 | WAVE | 11/05/12 | 11/05/12 | WAVE Sunrise II (5:30-6am) | 530-6am | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$150.00 | | | |
| Totals | | | | | | | | | | | 59 | \$22,695.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/05/12 | 59 | \$22,695.00 | \$19,290.75 |
| Totals | 59 | \$22,695.00 | \$19,290.75 |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
|----------------------------|--------------------|
| 840303 / | 06393801 |

| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
|-----------------------|-------------------|-------------------|
| 10/29/12 - 11/06/12 | BENNETT 4 INDIANA | |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
|-------------------------|---------------------------------|
| Bennett, Tony/R-Indiana | 10/26/12 / 10/26/12 |

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

10/8/2012

I, BRABENDERCox LLC,

being/on behalf of: TONY BENNETT, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

in the 2012 GENERAL ELECTION

election to be held on: NOVEMBER 6 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

BENNETT FOR INDIANA

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JACOB V BRADLEY

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/08/2012

Date

Liz Brabender Kunda

Signature

To Be Signed By Station Representative



Accepted



Accepted in Part



Rejected

Lina Ballinger
Signature

Nina Ballinger
Printed Name

NSA
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, BRABENDERCXLLC
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Liz Brabender Kundu

signature of candidate or authorized committee

LIZ BRABENDERKUNDU

printed name

10/08/2012

date